

Beginning Your Own Business

Small Business workshops

Interested in getting your Alaska Business License?

Attend all three workshops, develop a written business plan, and receive your Alaska Business License at no additional charge. Registration fee includes travel to Bethel, housing, 1 credit \$109, non-credit \$55. Workshops on tourism, B & B's, and host training, birding, web-site design available. Mentoring included. Instructor Andy Anger, UAF, Applied Business & Accounting

Choose the site closest to your home

Workshop # 1:

Quinhagak	February 22 & 23
Bethel	February 24 & 25
Emmonak	February 27 & 28

Attend the next two workshops in Bethel

Workshop #2:

Bethel	March 23 & 24
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Workshop #3:

Bethel	April 13 & 14
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Register now, space is limited

E-mail LNPST@uaf.edu or call KuC Cont. Ed. 1-800-478-5822 #506

Pam Twitchell at 907-543-4515, Carol Sanders 907-543-4506, Terry Reeve 907-543-4560

Co-sponsored by YP Cultural Center HUD Grant, KuC Continuing Ed., AVCP Inc., ONC, UAF Alaska Sea Grant/MAP

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Small Business Workshops

Want to start your own business. Workshops in a variety of topics are available. Developing a Small Business Plan, Alaska Host Training, B & B workshops, Guiding, Birding, Hosting Cultural Events, Arts and Crafts Sales, E-Commerce Sales and more

Date/Time	Event	Other information
February 24	Alaska Host Training, Quinhagak	Instructor: Sara Scott
February 22 & 23	Beginning Your Own Business, Quinhagak	Instructor: Andy Anger
February 24 & 25	Beginning Your Own Business, Bethel	Instructor: Andy Anger
February 27 & 28	Beginning Your Own Business, Emmonak	Instructor: Andy Anger
March 1	Alaska Host Training, Emmonak	Instructor: Sara Scott
March 22 YP Cultural Center Bethel, AK	B & B Training (9 am—5 pm)	State Office of Tourism Alaska Bed and Breakfast
March 21 YP Cultural Center Bethel, AK	Alaska Host Training Certificate (9 am—5 pm) WEB Site Development (9 am—5 pm)	Instructor : Sara Scott State Office of Tourism
March 23 YP Cultural Center Bethel, AK	Second Session Beginning Your Own Business (9 am—5 pm)	Instructor: Andy Anger
March 24 YP Cultural Center Bethel, AK	Second Session Beginning Your Own Business (9—1 pm) Birding Tourism (2—5 pm)	Instructor: Andy Anger Karla Hart Wildlife Viewing Coordinator
April 12 (tentative)	Birding Tourism Intensive	Karla Hart Wildlife Viewing Coordinator
April 13/14 YP Cultural Center Bethel, AK	Third Session Beginning Your Own Business (9 am—5 pm & 9 am—1 pm)	Instructor: Andy Anger

University of Alaska, Fairbanks

Yup'it Piciryarait Cultural Center, ONC, AVCP, Sea Grant Alaska, MAP, KuC Continuing Ed.

1-800-478-5822 Fax: 543-4527 E-mail: lnjl@uaf.edu or Incs@uaf.edu

Pam Twitchell 543-4515

Carol Sanders 543-4506

Jacques Longpre' 543-4547

Reyne Athanas 543-4538

Terry Reeve 543-4560

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Workshop Descriptions for Beginning Your Own Business

Tourism Business Website Development Workshop

Odin Brudie, presenter

Do you own or operate a tourism-related business, but have no Internet presence or website? Are you interested in developing your own website to increase bookings or visitation to your business establishment? Would having a website increase your exposure and assist with your overall marketing strategy? Alaska Department of Commerce, Community and Economic Development is sponsoring a website development workshop in which participants will be provided with a basic website template and will receive training from a website developer on how to use free software to enter content onto their site (i.e. photos, text, etc.). By the end of this one-day seminar, our goal is for each participant to leave the training with a complete finished product—a basic tourism website—and the skills to make changes and maintain the site.

Starting and Operating a B&B in Alaska

Odin Brudie, presenter

Bed and Breakfasts are one of the fastest growing components of the tourism industry today, and the market is predicted to grow by steadily. People are ready to pay you to provide a safe, quiet space in which they can relax and feel at home and get to know the local lifestyle. The Alaska Department of Commerce, Community and Economic Development has developed this workshop with the Alaska Bed and Breakfast Association, to help people interested in starting or expanding a Bed & Breakfast in Alaska. It is a day-long workshop, with follow-up time available the second day with interested participants.

Highlights: Types of Bed & Breakfasts (B&B Homestay, B & B Inn, etc.), Guest Expectations, Legal Requirements, Buying an Existing Business vs. Starting from Scratch, and marketing your Bed & Breakfast.

Alaska Host Training Sara Scott, presenter

Alaska Host is a statewide and community based training program. It was developed and designed to sustain a workforce capable of providing high quality customer service for residents and visitors alike.

Your attitude toward your customers- whether they are from around the world, across the country or from down the road- is a key element of the kind of service that forms a lasting memory.

Courtesy, friendliness, efficiency, and professionalism are essential ingredients for successful interactions with your customers, your visitors, and each other.

Alaska Host encourages you to take pride in yourselves, in what you do, in where you live and in how you relate to people in order to create a quality experience that all will appreciate.

Alaska Host is a partnership initiative designed to raise the standards of service throughout this state.

Alaska Host Seminar Objectives:

By the end of this seminar, you will be able to:

- Demonstrate good customer service skills.
- ✓ Communicate more effectively.
- ✓ Handle customer concerns sensibly.
- ✓ Identify services, information sources, places and events in your community.
- ✓ Recognize the importance of the visitor industry to the economy of your community and state.

Birding and Tourism

Karla Hart presenter

Three hour workshop:

What is all of the buzz about birding and birders? Does your village have what birders want? Who are birders? What can birding tourism do for my community (and my business)? Where would I fit in with a birding tour? What services do they need? Alaska Department of Fish and Game Watchable Wildlife Program Coordinator Karla Hart will share information that can help you decide if birding tourism is something that you would like to pursue, and if so, how to get started and what you might expect. She is organizing a Yukon-Kuskokwim Delta exploratory assessment with birding professionals for the first week of June 2006.